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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/847,779	05/02/2001	Edith H. Stern	I01.015	6707
28062	7590	10/06/2004	EXAMINER	
BUCKLEY, MASCHOFF, TALWALKAR LLC			POND, ROBERT M	
5 ELM STREET			ART UNIT	PAPER NUMBER
NEW CANAAN, CT 06840			3625	
DATE MAILED: 10/06/2004				

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/847,779	STERN ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	<i>NW</i>
	Robert M. Pond	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 02 May 2001.  
 2a) This action is FINAL.                    2b) This action is non-final.  
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-112 is/are pending in the application.  
 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.  
 5) Claim(s) \_\_\_\_\_ is/are allowed.  
 6) Claim(s) 1-112 is/are rejected.  
 7) Claim(s) \_\_\_\_\_ is/are objected to.  
 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.  
 10) The drawing(s) filed on 02 May 2001 is/are: a) accepted or b) objected to by the Examiner.  
     Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
     Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).  
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
 a) All    b) Some \* c) None of:  
 1. Certified copies of the priority documents have been received.  
 2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)  | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                                   | 5) <input type="checkbox"/> Notice of Informal Patent Application (PTO-152)             |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## DETAILED ACTION

### ***Specification***

1. The specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. **Claims 1-9, 15-17, 20-49, 55-57, 60-83, 89-91, and 94-112 are rejected under 35 USC 103(a) as being unpatentable over Intacta (a collection of prior art cited in PTO-892, Items: U-W).**

Intacta teaches producing scannable codes that in one case take readers to Web sites and in another supply the content directly. Intacta teaches the system and method of Intacta Technologies of providing printed images of dots, black or color, that contains encoded information, and scanning the image with any standard scanner into a computer to decode item information or identifiers used

to present item information to a user (U: see at least page 1; V: see at least page 1; W: see at least pages 1-3). Intacta further teaches:

- *Receiving an image of an item identifier; capturing image:* using any standard scanner a users scans printed INTACTA.CODE™ into a computer (please note: scanner captures image); printed INTACTA.CODE™ is an image of printed dots onto a media (U: see at least page 1). Encoded image contains item information or identifiers for item information (W: see at least page 1-3).
- *Determining, based on the received image, item information associated with an item identified by the item identifier:* scanned images is decoded to the original application, music file, or graphic; (U: see at least page 1); used as a background in a graphic or instead of solid black in a big headline, the code can be used to call up additional information-the full text of a speech, a translation, or a sound file (W: see pages 2-3).
- *Transmitting the image:* image transmitted as a bitmap graphic (W: see at least page 2).
- *Wireless devices:* INTACTA.CODE™ supports device handling on any number of handheld platforms, including Windows CE, Palm OS, and WAP (Wireless Application Protocol) (U: see at least page 3); competing companies supporting wireless devices (e.g. wireless hand scanner, wireless wand) (W: see at least page 4).

- 16: *Image is received from a device*: computer receives image from scanner (please note examiner's interpretation: computer-scanner combination is a first device) (U: see at least page 2);
- *Transmitting the item information to the device*: image is decoded to produce text, music, color graphics, or executable computer application (W: see at least page 2); decoded image can take the user to web sites in a fashion similar to small scannable bar codes (e.g. Japanese readers use the code to connect to baseball teams' web sites); Identification code represent URL that connect to web sites (U: see at least page 3). Please note examiner's interpretation: decoded image contains URL to connect to web site which displays to the device a baseball team's item information.
- *Translating the received image into an identification code*: image is decoded to produce text, music, color graphics, or executable computer application (W: see at least page 2); decoded image can take the user to web sites in a fashion similar to small scannable bar codes (e.g. Japanese readers use the code to connect to baseball teams' web sites); Identification code represents URL that connects to web sites (U: see at least page 3). Please note examiner's interpretation: decoded image contains URL, an identification code, to connect to web site (please note examiner's interpretation: another computer device) that displays to the device a baseball team's web page.

- *Identifying the item information as being associated with the identification code:* URL is associated with item information (W: see page 3); used as a background in a graphic or instead of solid black in a big headline, the code can be used to call up additional information-the full text of a speech, a translation, or a sound file (W: see pages 2-3). Please note examiner's interpretation: item information is associated with the identification code used to call up the item information and returns item information back to the device.
- *Item identifier comprises at least one of:* text; others include music, color graphics, or executable computer application; item identifier is a URL (W: see at least pages 2 and 3).
- *Item identifier is an element of a promotional offer:* image or coded box used to bring extra information to printed ads (W: see at least page 3).
- *Item information comprises at least one of:* executable code of free software printed on a newspaper (U: see at least page 1).
- *Item information comprise software for conducting optical character recognition:* decoded information can be executable software; "virtually any software, including music files, high-resolution graphics or any executable computer application can be delivered using the technology (U: see at leas page 2).
- *Determining a type of the received image:* data represented by the spots can be any sort of text, music, color graphics, or executable computer

application and remains in native format (W: see at least page 2). Inherent in INTACTA.CODE™ is determining type of the received image.

- Determining a method to obtain item information based on the type: decoded image taking a user to a web site; calling up additional information-the full text of a speech, a translation, or a sound file (W: see pages 2-3). Inherent in INACTRA.CODE™ is determining a method to obtain item information based on the type.
- Item identifier is located proximate to a location: encoded subscriber information placed on the delivery label to be scanned (W: see at least page 2).
- Receiving payment from a seller of the item; payment is based on a number of times the image is received: Intacta charging a seller per-use fee (W: see page 2).
- Payment is based on an increase in the seller's revenue: Intacta is paid ongoing fees (W: see at least page 2).

Intacta teaches all the above as noted under the 103(a) rejection and teaches a) scanning an image into a user's computer, b) a user computer communicating a decoded INTACTA.CODE™ image to a provider's web site to receive item information from the provider's web site (please note examiner's interpretation: a client/server interaction), c) a user scanning the encoded subscriber information on a newspaper delivery label for an online advertiser site or service, and d) transmitting the image as an email attachment, but does not specifically disclose

a sever receiving the image and determining the item information. It would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Intacta to disclose the user emailing the image to a provider's web site, since one of ordinary skill in the art would ascertain the web site server being capable of decoding the image and retrieving item information for the user.

3. **Claims 10-14, 50-54, and 84-88 are rejected under 35 USC 103(a) as being unpatentable over Intacta (a collection of prior art cited in PTO-892, Items: U-W), in view of Official Notice (regarding promotional offers), further in view of Business Wire (PTO-892, Item: WW hereinafter referred to as "BW").**

Intacta teaches all the above as noted under the 103(a) rejection and teaches providing promotional offers via encoded INTACTA.CODE™ images, but does not disclose an expiration date. The Examiner takes the position that it is old and well-known that promotional offers typically indicate an expiration date to indicate finality for the offer and thereby encourage action. Therefore it would have been obvious to one of ordinary skill in the art at time of invention to modify the method of Intacta to disclose an expiration date as taught by Official Notice, in order to communicate to the user how long the promotional offer will last, and thereby encourage the user to take action.

Intacta and Official Notice teach all the above as noted under the 103(a) rejection and teach a) encoding promotional offers with expiration dates using

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INTACTA.CODE™, b) online providers making promotional offers using INTACTA.CODE™, c) using Palm devices to scan images, and d) Intacta technology used to reproduce numerical data in a spreadsheet form (please note examiner's interpretation: a traditional calendar is numerical data in spreadsheet form) (V: see page 2), but does not disclose recording an expiration date in a calendar. BW teaches a service provider providing calendar synchronization services that allows a user to synchronize an online calendar with the user's Microsoft Outlook and Palm devices. BW further teaches the provider sending reminders directly to the user's desktop, mobile devices, or pagers (please note examiner's interpretation: sending the user reminders that a calendar event is about to expire is equivalent to counting down for the user) (WW: see at least pages 1-2). Therefore it would have been obvious to one of ordinary skill in the art at time of the invention to modify the method of Intacta and Official Notice to implement recording an expiration date in a user's calendar and sending reminders as taught by BW, in order to encourage the Intacta user to take action on the promotional offer.

**4. Claims 18, 19, 58, 59, 92, and 93 are rejected under 35 USC 103(a) as being unpatentable over Intacta (a collection of prior art cited in PTO-892, Items: U-W), in view of PR Newswire (PTO-892, Item: X, hereinafter referred to as "PRN1").**

Intacta teaches all the above as noted under the 103(a) rejection and teaches a) a first device scanning an image, decoding the item identifier that takes the user to a provider's web site, the web site retrieving the item information, and sending item information back to the first device, b) scanning an transmitting an image to server, and c) small foot print devices (e.g. Palm) used to scan Intacta images and bar codes, but does not disclose transmitting the item information to a second device. PRN1 teaches Intacta Technologies conducting a demonstration that shows their technology can provide persons with print disabilities electronic access to any printed document. PRN1 further teaches the technology providing an economical way to reach any visually impaired reader (X: see pages 1-2). It would have been obvious to one of ordinary skill in the art at time of the invention to disclose transmitting item information to a second device, since one of ordinary skill in the art would ascertain that displaying retrieved item information on a small footprint first device would not be beneficial to the visually impaired user.

***Conclusion***

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure:

- US 5,801,848 (Kafri) 01 September 1998; teaches system and method of encoding and decoding Intacta images.
- UU: Business Wire; "Intacta and EnPartner to Provide Wireless and Mobile Commerce Applications; Partnership Leverages Intacta Technology, EnPartner Integration Expertise," 12 December 2000, 3pgs, Proquest #65134527; teaches wireless and mobile commerce applications using INTACTA.CODE™.
- VV: PRN2: "Intacta Releases Software for Windows CE Mobile Communications," PR Newswire, 05 November 1999, 2pgs, Proquest #46128526.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Mr. Robert M. Pond** whose telephone number is 703-605-4253. The examiner can normally be reached Monday-Friday, 8:30AM-5:30PM Eastern.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Ms. Wynn Coggins** can be reached on 703-308-1344.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the **Receptionist** whose telephone number is **703-308-1113**.

Any response to this action should be mailed to:

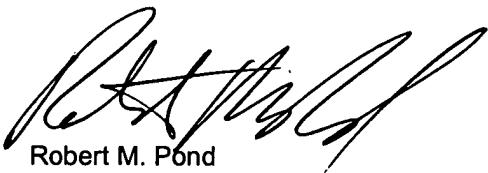
***Commissioner of Patents and Trademarks***

***Washington D.C. 20231***

or faxed to:

**703-872-9306** (Official communications; including After Final  
communications labeled "Box AF")

Hand delivered responses should be brought to Crystal Park 5, 2451 Crystal  
Drive, Arlington, VA, 7<sup>th</sup> floor receptionist.



Robert M. Pond  
Patent Examiner  
September 30, 2004